

EXECUTIVE SUMMARY

LC Delights is a home-based business located at Ladoc's Residence, Barangay Burias, Mambusao, Capiz. The owners of this partnership form of business organization are Jovy N. Ladoc and Perly F. Cahugom.

Perly Cahugom was once a Sales Representative at YKS Store. Her experience in a trade business was an advantage in terms of marketing. On the other hand, Jovy Ladoc had an experience in selling when she worked as Sales Representative in a 24/7 store enabling her to communicate and influence potential customers to buy certain products. Strengthening their capacity to face the world of business is their course in Bachelor of Science in Entrepreneurship at Capiz State University, Burias Campus.

They distributed the product, Banana Puto with Malunggay, in two channels. Orders were accepted through social media like Facebook and Instagram linkages and by consignment with individuals and businesses. The business operated 5 days a week from Monday to Friday from 7 am to 5 pm.

The project provided business opportunity to aspiring businessmen and women in the locality. The product is easy to make and requires locally available materials. It is healthy and delicious.

The project helped the economy in terms of taxes, employment opportunities, and new income source for banana planters and traders, and varied gains to investors.

The annual demand of the proposed business are 798,720, 996,960, 1,015,200, 1,032,480 and 1,050,720 for the years 2019, 2020, 2021, 2022, and 2023, respectively.

The partners contributed equal amount of money and resources needed to operate the business.

The business required a total investment of Php 57, 320.30. The Net income of the proposed business were: 51,033.78, 67,799.41, 75,516.32, 75,516.32, 88,675.58 and 91,228.95 for the year of 2019, 2020, 2021, 2022 and 2023. It had a return of investment of 18%, payback period of 1 year 7 months and 3 weeks and net present value of Php 267, 577.82.